

# TISERVEDAVVERO?

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## Properties list:

information about content  
information accessibility  
end-user packaging  
range of products  
extra-use of packaging  
concept  
milk  
dairy, eggs and cheese  
labels and sleeves  
gable top  
cluster  
cardboard and paper  
infographics  
contemporary  
unusual visual association  
packaging as a new medium  
instruction through pictograms  
identity by typography

The packaging helps to measure the waste of milk and makes the user think by giving concrete data and useful information to frame the problem. The illustrations on the packaging give suggestions based on real needs and helps the consumer to understand the situation better and how to limit the waste of food, in this case milk.

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## Reference:

### Credits:

**Country:** Italy

**Year:** 2010

**School:** Politecnico di Milano, School of Design (Milan, Italy)

**Course:** Final Project Studio, Bachelor Degree

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Other images:

